

FIG. 1

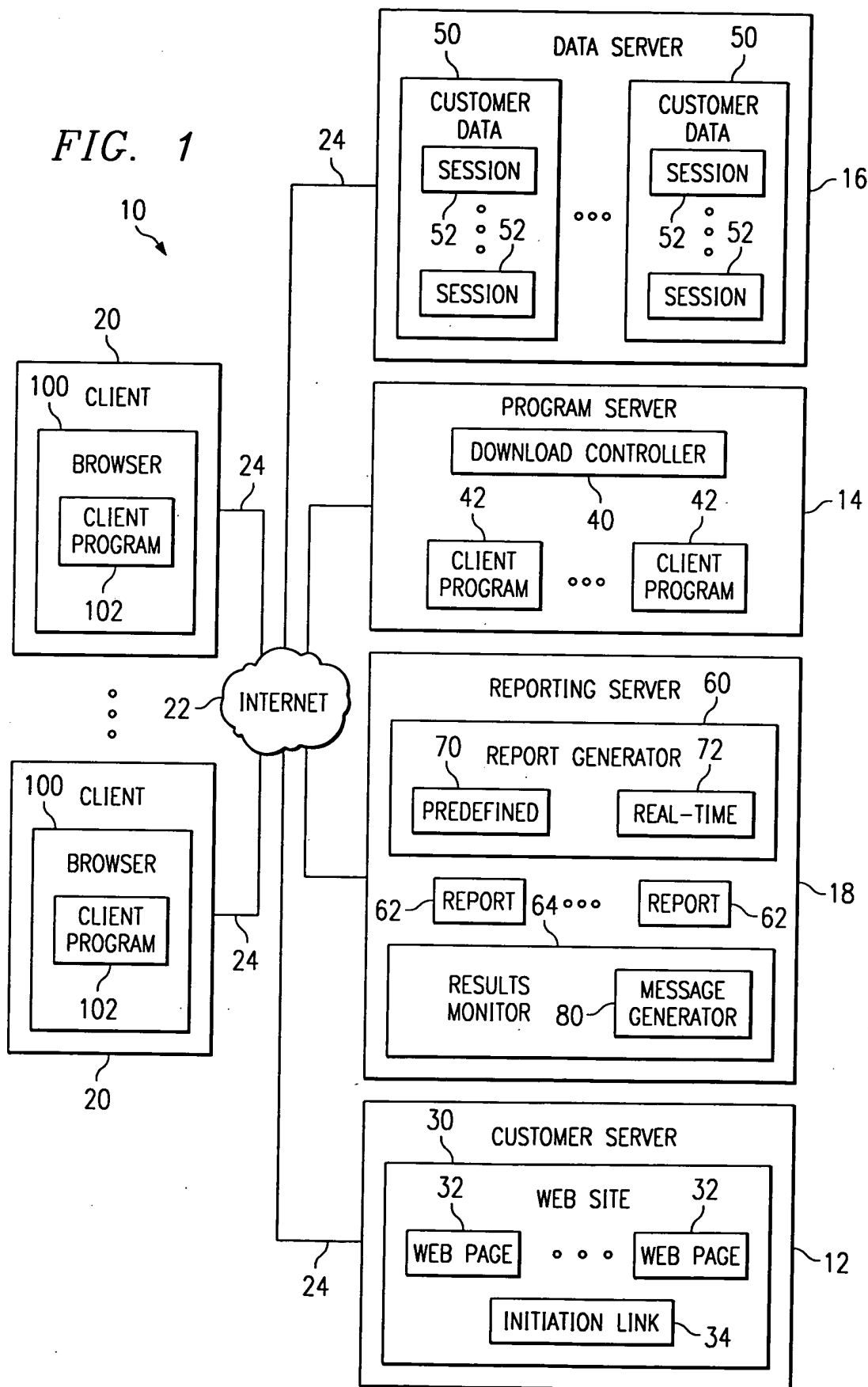


FIG. 2

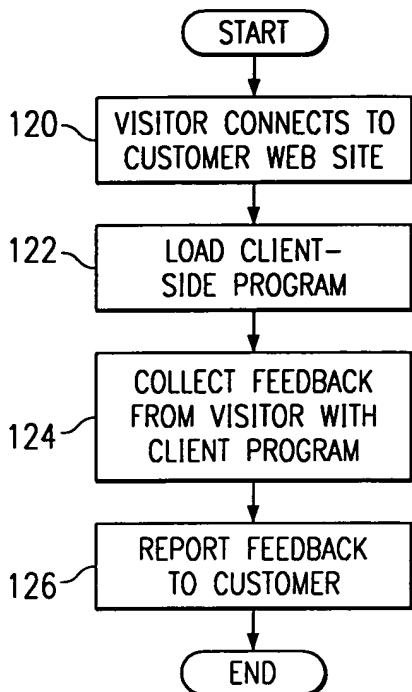


FIG. 3

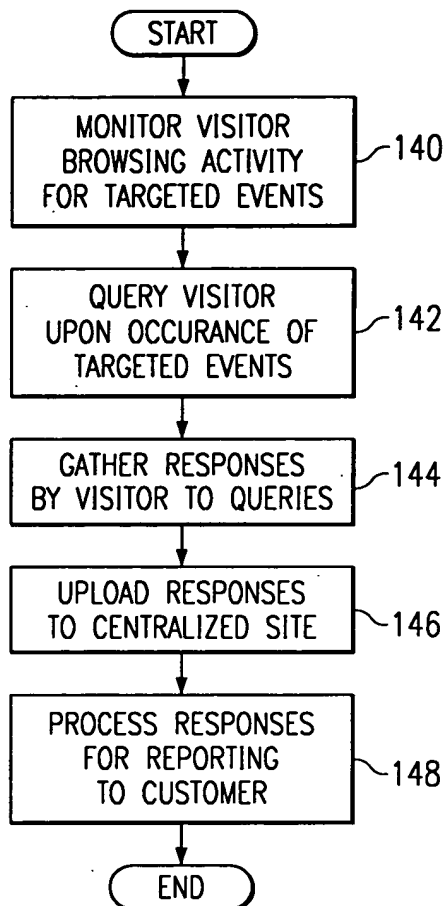
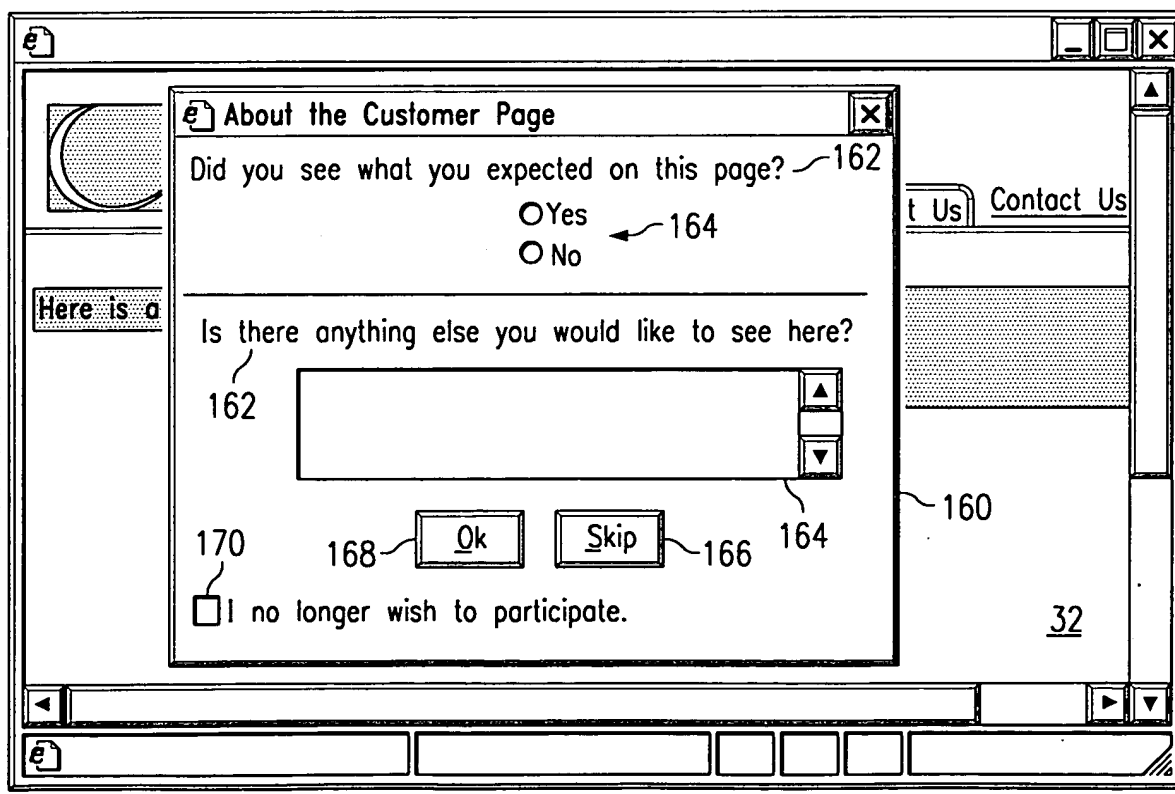


FIG. 4A



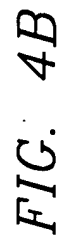


FIG. 5

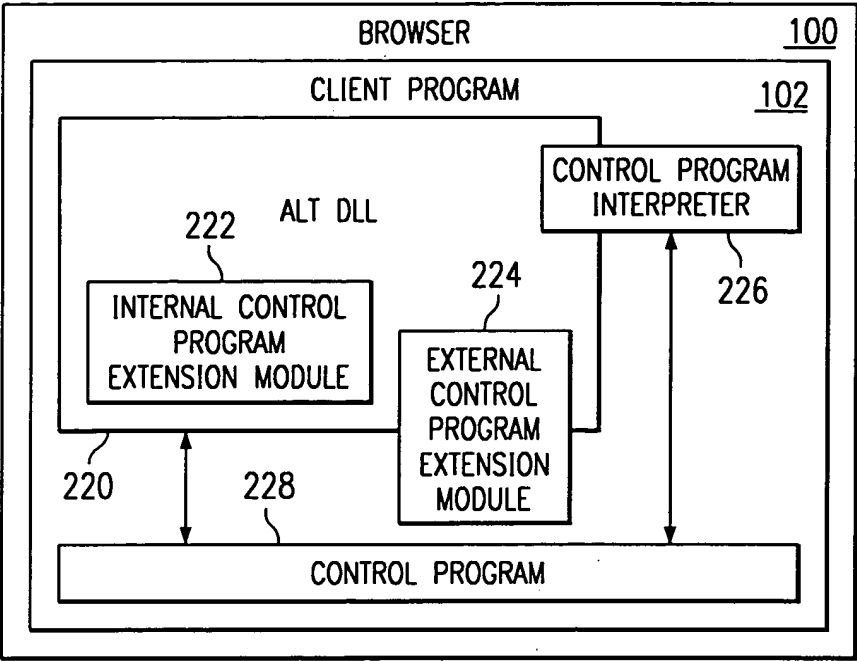


FIG. 6

228 ↗

242 STATE ID	244 BROWSER EVENT	246 CRITERIA	248 ACTION	250 NEXT STATE
1	MOUSE CLICK	*.xyz.com	ASK QUESTION	2
1	MOUSE OVER	*.xyz.com,location	ASK QUESTION	3
2	*	*	ASK QUESTION	-
3	MOUSE CLICK	*	ASK QUESTION	-
⋮	⋮	⋮	⋮	⋮
⋮	⋮	⋮	⋮	⋮

240 ↗

*FIG. 7A*

```

////////////////////////////////////
// Program      :   Example
//
// Purpose      :   This program is used to interact with web users while on the
//                  XYZ Company web site.
//
////////////////////////////////////
// Import the API function definitions that will be used to provide WebIQ-specific
// functionality
module "..\WebiQ.iem";

////////////////////////////////////
// Function      :   IntroduceXYZDemo
//
// Purpose       :   Inform the web site user that WebIQ is currently running and what
//                  they can expect while interacting with the XYZ web site.
//
// Params        :   None
//
// Return        :   Nothing
//
////////////////////////////////////
void IntroduceXYZDemo (void)
{
    int nDialogResult;

    ///////////////////////////////////
    // Attempt to create a dialog that will be used to display informational text to
    // the user. If the dialog has already been created, then the function will return 0
    // and we don't need to go through the process of adding the necessary questions.
    ///////////////////////////////////
    if(CreateDialog("XYZDemoIntroBox","XYZ WebIQ Demonstration",""))
    {
        ///////////////////////////////////
        // Create the first statement "question".
        ///////////////////////////////////
        CreateQuestion (
            "WelcomeStatement",
            "Welcome to the XYZ WebIQ Demonstration.",

```

---

TO FIG. 7B

002060 "E" 000000

*FIG. 7B*

FROM FIG. 7A

```
1,  
"Welcome to the XYZ.com WebIQ demo,  
1,  
1  
);  
////////////////////////////////////  
// Add the newly-created question to the newly-created dialog  
////////////////////////////////////  
AddQuestion ("XYZDemoIntroBox", "WelcomeStatement");  
  
////////////////////////////////////  
// Add some vertical space to the dialog so that the questions are separated a bit.  
////////////////////////////////////  
AddSpace ("XYZDemoIntroBox",2)  
  
////////////////////////////////////  
// Create the next statement "question" that'll be used to inform the user what  
// WebIQ is doing and what they can expect.  
////////////////////////////////////  
CreateQuestion(  
    "DemoStatementSeg1",  
    "WebIQ is currently running in your browser, although you will not notice it  
    unless>>  
    1,  
    "explanation that WebIQ is running and transparent to users",  
    1,  
    1  
);  
  
////////////////////////////////////  
// Add the newly-created question to the newly-created dialog.  
////////////////////////////////////  
AddQuestion ("XYZDemoIntroBox", "DemoStatementSeg1")  
  
////////////////////////////////////  
// Create yet another statement "question" that will explain WHY WebIQ will do  
// what it will do.  
////////////////////////////////////  
CreateQuestion (
```

TO FIG. 7C

*FIG. 7C*

FROM FIG. 7B

```

        "DemoStatementSeg2",
        "A question box will be triggered when you perform an action that has been
        program>>
        1,
        "explanation that WebIQ is a triggered by pre-programmed events",
        1,
        1
    );

    //////////////////////////////////////
    // Add the newly-created question to the newly-created dialog.
    //////////////////////////////////////
    AddQuestion ("XYZDemoIntroBox","DemoStatementSeg2");
    }
    //////////////////////////////////////
    // Display the dialog to the user.
    //////////////////////////////////////
    nDialogResult = DisplayDialog ("XYZDemoIntroBox");

    //////////////////////////////////////
    // Unregister the event that causes this question to be displayed so that it'll never be
    // shown again
    //////////////////////////////////////
    UnregisterPageEvent ("XYZDemoStart", "XYZHomepage");
}

////////////////////////////////////
// Function      :   AskAboutXYZSite
//
// Purpose       :   Solicit some feedback from the user with regard to the usefulness of
//                   the XYZ web site.
//
// Params        :   None
//
// Return        :   Nothing
//
////////////////////////////////////
void AskAboutXYZSite (void)
{
    int nDialogResult;

```

TO FIG. 7D

*FIG. 7D*

FROM FIG. 7C

```
////////////////////////////////////
// Attempt to create a dialog on which some questions will be placed to get a feel
// for the user's opinion with regard to the usefulness of the web site. If the dialog
// has already been created, then the function will return 0 and we don't need to
// go through the process of adding the necessary questions.
////////////////////////////////////
if (CreateDialog("XYZSiteExitBox","About the XYZ.com Website",""))

    //////////////////////////////////////
    // Create a radio button-based question that asks the user if they found the site
    // to be helpful.
    //////////////////////////////////////
    CreateQuestion (
        "SiteFeedbackQues",
        "We are interested in learning whether the information on this site was helpful
        fo>>
        1,
        "did you find what you were looking for on XYZ.com?",
        3,
        2
    );

    //////////////////////////////////////
    // And a "yes" option to the newly-created question (defaults to unselected).
    //////////////////////////////////////
    AddQuestionOption ("SiteFeedbackQues", 1, "Yes", 0);

    //////////////////////////////////////
    // Add a "no" option to the newly-created question (defaults to unselected).
    //////////////////////////////////////
    AddQuestionOption ("SiteFeedbackQues", 1,"No, 0);

    //////////////////////////////////////
    // Add the newly-created question to the newly-created dialog
    //////////////////////////////////////
    AddQuestion("XYZSiteExitBox", "SiteFeedbackQues");

    //////////////////////////////////////
    // Add a line (that is 2 pixels thick) to the dialog to separate the questions on the
    // dialog
```

TO FIG. 7E



FIG. 7E

FROM FIG. 7D

////////////////////////////////////

```
AddLine("XYZSiteExitBox", 2);
```

////////////////////////////////////

```
// Create a radio button-based question that asks the user to create the quality of
// the site on a scale of 1 to 7.
```

////////////////////////////////////

## CreateQuestion(

“XYZSatSurvey”,

Please rate the overall quality of this site on a scale of 1 to 7, with 7 being the best and 1 the worst.

"satisfaction survey for xyz.com, on a scale of 1 (bad) to 7 (good)".

3.

2

$$);$$

////////////////////////////////////

// Add an option to the question for each of the rating possibilities

////////////////////////////////////

```
AddQuestionOption ("XYZSatSurvey", 1, "7 Extremely helpful", 0);
```

```
AddQuestionOption ("XYZSatSurvey", 1, "6, 0);
```

```
AddQuestionOption ("XYZSatSurvey", 1, "5, 0);
```

```
AddQuestionOption ("XYZSatSurvey", 1, "4, 0);
```

```
AddQuestionOption ("XYZSatSurvey", 1, "3. 0);
```

```
AddQuestionOption ("XYZSatSurvey", 1, "2, 0);
```

```
AddQuestionOption ("XYZSatSurvey", 1, "1, Not helpful at all", 0);
```

////////////////////////////////////

```
// Add the newly-created question to the newly-created dialog
```

////////////////////////////////////

```
AddQuestion ("XYZSiteExitBox", "XYZSatSurvey");
```

////////////////////////////////////

```
// Add a line (that is 2 pixels thick) to the dialog to separate the questions on the
// dialog
```

////////////////////////////////////

```
AddLine (("XYZSiteExitBox", 2):
```

////////////////////////////////////

```
// Create a text entry-based question that'll allow the user to provide arbitrary
```

TO FIG. 7F

*FIG. 7F*

FROM FIG. 7E

```
// feedback with regard to what they would like to see added to the web site.
```

```
////////////////////////////////////
```

```
CreateQuestion (
```

```
    "XYZSiteSuggestion",
```

```
    "Is there anything else you would like to see at XYZ.com?"
```

```
1
```

```
    "request for suggestions about XYZ.com",
```

```
2,
```

```
2
```

```
);
```

```
////////////////////////////////////
```

```
// Set the parameters for the text entry box (aprox. 40 characters wide, 3 lines
```

```
// high, and a maximum of 200 characters that can be entered)
```

```
////////////////////////////////////
```

```
SetQuestionEditParams ("XYZSiteSuggestions", 40, 3, 200);
```

```
////////////////////////////////////
```

```
// Add the newly-created question to the dialog
```

```
////////////////////////////////////
```

```
AddQuestion (XYZSiteExitBox", "XYZSiteSuggestions")
```

```
}
```

```
////////////////////////////////////
```

```
// Display the dialog to the user.
```

```
////////////////////////////////////
```

```
nDialogResult = DisplayDialog ("XYZSiteExitBox");
```

```
////////////////////////////////////
```

```
// Unregister the event that causes this question to be displayed so that it'll never
```

```
// be shown again.
```

```
////////////////////////////////////
```

```
UnregisteredSiteEvent ("XYZSiteExit", "XYZSite);
```

```
}
```

```
////////////////////////////////////
```

```
// Function : OnInit
```

TO FIG. 7G

*FIG. 7G*

FROM FIG. 7E

```
//  
// Purpose      : This function is called when the program is initialized by the  
//                interpreter  
//  
// Params       : None  
//  
////////////////////////////////////  
void OnInit (void)  
  
////////////////////////////////////  
// Set the default caption or the checkbox that allows the user to prevent future  
// dialogs from popping up. This will apply to all dialogs.  
////////////////////////////////////  
SetStopMessage (" ", "I no longer wish to participate.");  
  
////////////////////////////////////  
// Create a page attachment to the home page of the XYZ Company web site.  
////////////////////////////////////  
CreatePageAttachment ("XYZHomepage", "http://www.im.xyz.com/American*");  
  
////////////////////////////////////  
// For the page attachment for the home page of the XYZ Company web site,  
// add a specific value in order for all events associated with the page attachment  
// to be valid.  
////////////////////////////////////  
AddPageRequirement ("XYZHomepage", "TITLE", "Home Page with Login", 0);  
  
////////////////////////////////////  
// Register on OnLoad event for the home page. This will cause the Onsignal( )  
// function to be called when the page has loaded.  
////////////////////////////////////  
RegisterPageEvent ("XYZDemoStart", "XYZHomepage", "OnLoad");  
  
////////////////////////////////////  
// Create a page attachment to just about any page within the XYZ Company  
// web site.  
////////////////////////////////////  
CreatePageAttachment ("XYZSite", "http://www/im/xyz/com/xyz*");
```

TO FIG. 7H

*FIG. 7H*

FROM FIG. 7G

```
////////////////////////////////////
// Register on OnExit event for the site. This will cause the OnSignal () function
// to be called when the XYZ Company site (as defined by the XYZSite page
// attachment) has been navigated away from.
////////////////////////////////////
RegisterSiteEvent (XYZSiteExit", "XYZSite", "OnExit");

////////////////////////////////////
// Redirect the web browser to the XYZ Company web site.
////////////////////////////////////
Redirect ("http://www.xyz.com/");

}

////////////////////////////////////
// Function      : OnSignal
//
// Purpose       : This function is called when a registered event is triggered
//
// Params        : sEventID (string)
//                  The ID of the event that has been triggered (click, page, or site
//                  event)
//
//
//                  sEventParams (string)
//                  Additional information associated with the event. Currently,
//                  this parameter does not contain any kind of useful information;
//                  it will always be an empty string ("" ) until further implemented
//                  in future releases.
//
// Return        : Nothing
////////////////////////////////////
void OnSignal
(
    string sEventID,
    string sEventParams
)
(
    //////////////////////////////////////

```

TO FIG. 7I

FIG. 7I

FROM FIG. 7H

```

// The following logic is pretty self-explanatory
////////////////////////////////////

if(sEventID=="XYZDemoStart")
{
    IntroduceXYZDemo ( );
}
else if (sEventID=="XYZSiteExit")
{
    AskAboutXYZSite ( );

    //////////////////////////////////
    // When the user leaves the XYZ Company web site, we want to terminate WebIQ
    //////////////////////////////////
    Quit ( );
}

```

FIG. 10

400

Report Wizard: 1)Select Site 2)Select Project 3)Select Report 4)Report

402 404 406 408 410

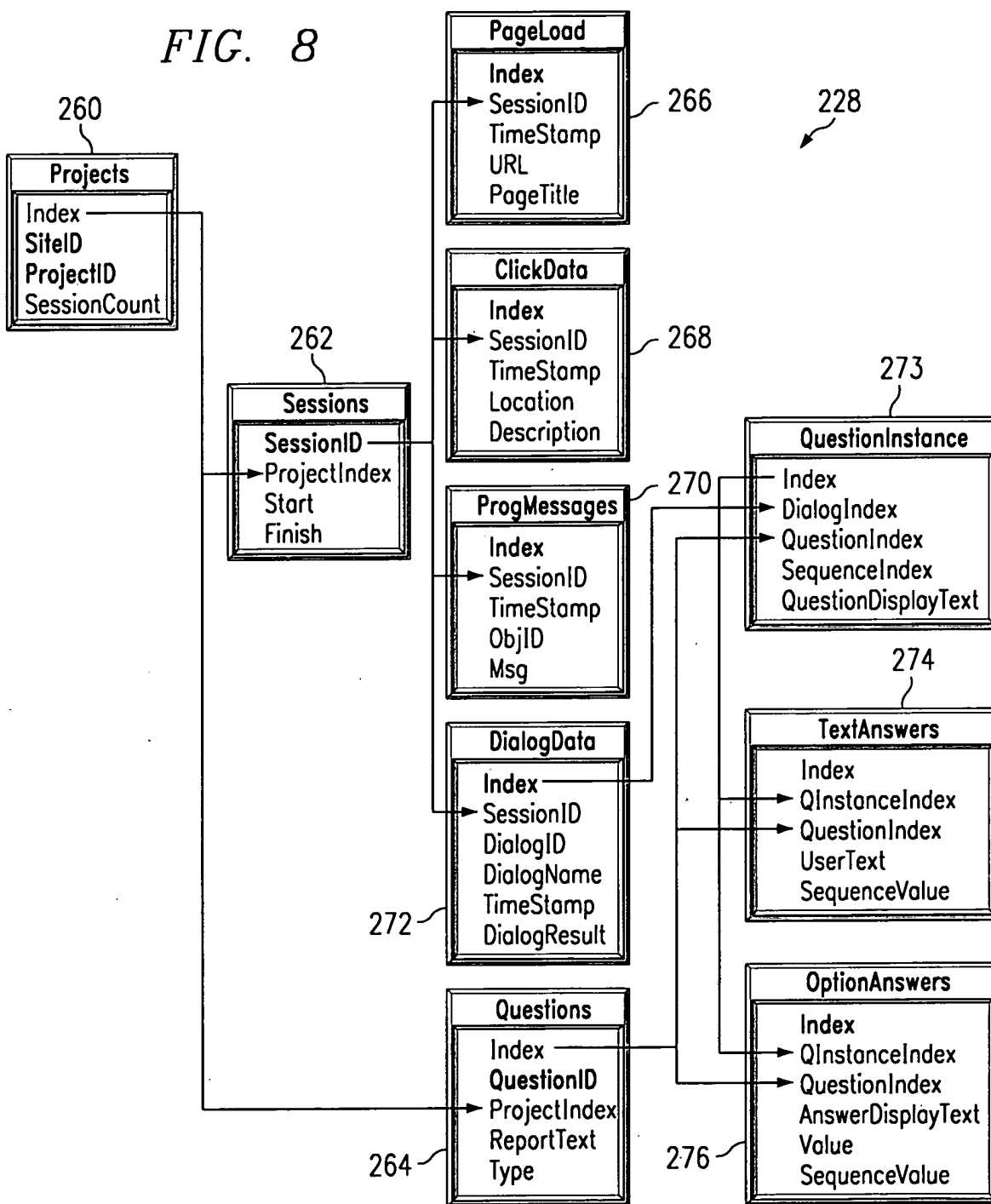
### 'Question USCSatSurvey' Report

Question: satisfaction survey for USC, on a scale of 1 (bad) to 7 (good)  
 Type: Option Buttons  
 Percentage answered: 33%  
 Total Sessions Offered: 3

Answer Text	Times Selected	Percentage Selected
1 Not helpful at all	0	0%
2	0	0%
3	0	0%
4	1	33%
5	1	33%
6	1	33%
7 Extremely helpful	0	0%

420

FIG. 8



264

FIG. 9A

Questions Table

Index	QuestionID	ProjectIndex	ReportText	Type
1	QRateSite	1	Please rate the [section] section between 1 (bad) and 7 (good)	3
2	QWhatElse	1	What other features would you like to see on our site?	2

272  
DialogData Table

FIG. 9B

Index	SessionID	DialogID	DialogName	TimeStamp	DialogResult
1	1	SectionReviewDialog	Rate This Section	08/30/2000 11:01:25 AM	1

273  
QuestionInstance Table

FIG. 9C

Index	DialogIndex	QuestionIndex	SequenceValue	QuestionDisplayText
1	1	2	1	What other features would you like to see on our site?
2	1	1	2	Please rate the Services section between 1 (Bad) and 7 (Good).

274  
TextAnswers Table

FIG. 9D

Index	QinstanceIndex	QuestionIndex	UserText	SequenceValue
1	1	2	I would like a search feature on your site.	1

276  
OptionAnswers Table

FIG. 9E

Index	QinstanceIndex	QuestionIndex	AnswerDisplayText	Value	Sequence Value
1	2	1	1 (Bad)	0	7
2	2	1	2	0	6
3	2	1	3	0	5
4	2	1	4	0	4
5	2	1	5	1	3
6	2	1	6	0	2
7	2	1	7 (Good)	0	1

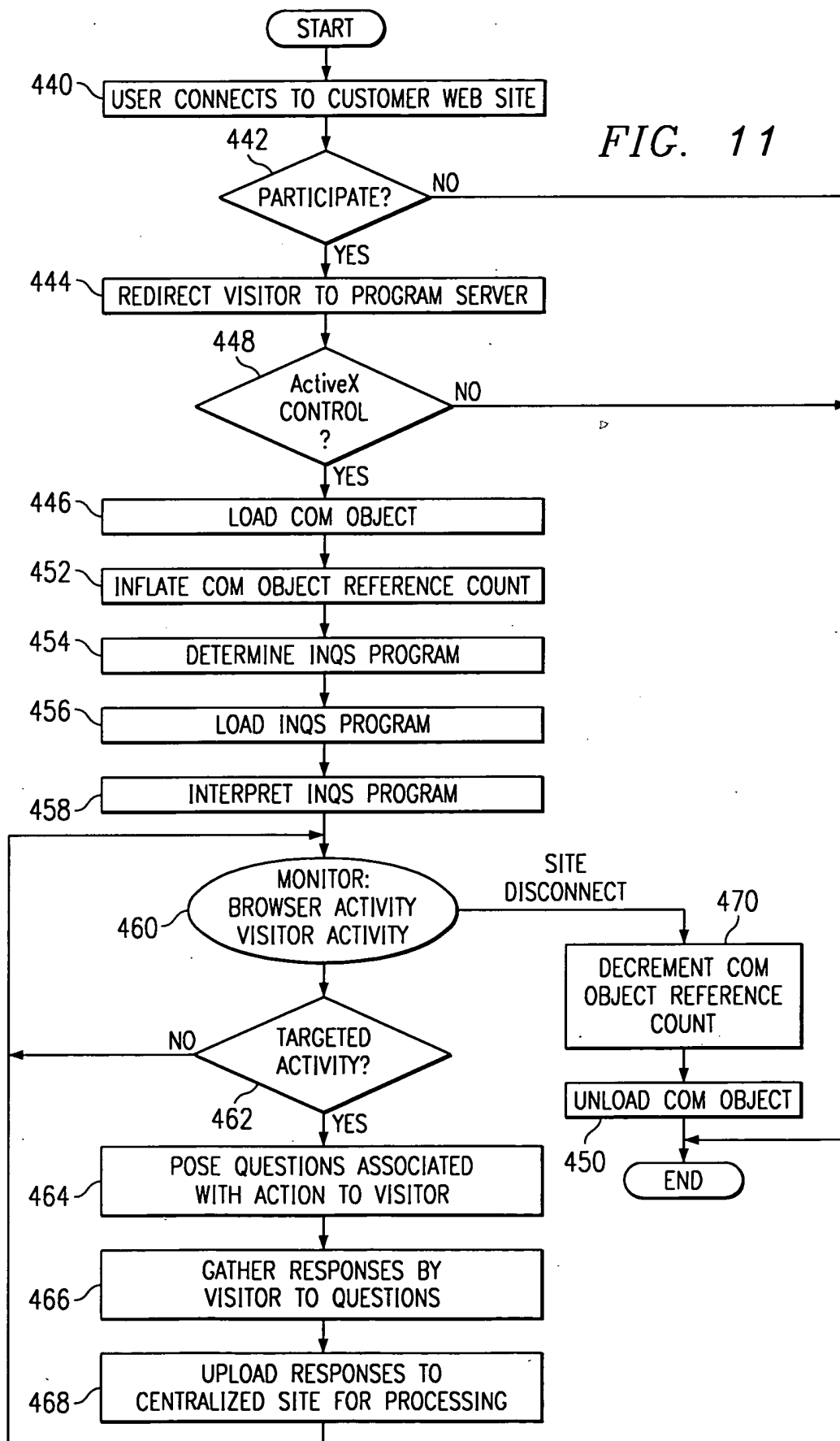




FIG. 12

